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Development and Utilization of Rural Tourism Environment in Strawberry Production Area

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Abstract: With the acceleration of modernization, people's consumption level is gradually improved, and rural tourism is rising day by day, which provides a great help for Rural Revitalization. By studying the development and utilization of rural tourism environment in strawberry production area, we can clearly understand the development prospect of rural tourism and the basic situation of the development and utilization of rural tourism environment. This paper studies the development and utilization of rural tourism through the tourism mode of strawberry producing areas by means of field survey, and uses the methods of online and offline questionnaire survey to understand the rural tourism consumption demand of tourists, and then combines the modern technology to carry out systematic analysis of the collected data. From 2012 to 2018, the percentage of farmers' income in strawberry production area was 15%, 17%, 20%, 26%, 31%, 37% and 43% respectively. The results of this study show that rural tourism in strawberry production area has a good development prospect, the utilization rate of tourism environment development is increasing year by year, the economic income of farmers is gradually increasing, and rural tourism successfully helps rural revitalization.

1. Introduction

In terms of social development and economic benefits, the benefits created by rural tourism are an important part of the economy. Every year, many tourists visit the strawberry production area in the countryside, with a passenger flow of 1.5 billion. In many countries, thousands of large-scale rural tourism projects are organized every year. At present, the rural tourism projects of various countries in the world have developed rapidly, and basically formed a rural tourism system with various types, high level, distinctive features, relatively perfect flavor and full of rural tourism.

Rural tourism can provide natural and leisurely rural living environment for tourists. Up to now, the development has shown a multi form and diversified development trend, which not only meets

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the tourism needs of urban residents, but also improves the economic benefits of farmers and improves the material living standard. The rapid development of rural tourism also brings some problems. It is significant to explore the growth process and development mode of rural tourism in strawberry production area for further promoting rural tourism and promoting rural revitalization.

Deng jointly studied the important connection between folk customs and rural tourism, which is of great research value. Deng found that the development of rural tourism can not only meet the tourism needs of urban residents brought about by urbanization, but also promote the rapid economic benefits of the Three Gorges Reservoir area. In the practice of developing rural tourism, Deng put forward the measures of protection and utilization through the analysis of the current situation, value and means of folk culture in the Three Gorges Reservoir area, reflecting the improper use, destruction, dissipation and deterioration of folk culture in the Three Gorges Reservoir area. Deng's research methods are worthy of reference [1]. Hazarika et al conducted field experiments in the experimental farm of the Department of horticulture, fragrance and medicinal plants, Mizoram University, Aizawl, India, to understand the profitability of tissue culture of strawberry. IPN is a kind of integrated plant nutrition system which combines inorganic fertilizer with organic fertilizer, biological fertilizer and biological regulator [2]. Hidaka et al studied the effects of crown temperature treatment on flower bud differentiation, flowering characteristics and fruit yield of 6-month-old Strawberry (Fragaria × ananassa Duch). According to the experimental data of Hidaka, the crown cooling treatment at appropriate time can stabilize the strawberry yield at high temperature. It is proved that the research results of Hidaka et al are worthy of affirmation [3].

In the era of rapid development of science and technology, the research on the development and utilization of rural tourism environment in strawberry production area can provide reference value for the development of rural tourism. This paper proposes to use the methods of field investigation and massive data collection on the Internet to investigate and study the development and utilization of rural tourism and environment. This paper tries to use the online and offline questionnaire method to investigate the development and utilization of rural tourism. The prospect of development and the development and utilization of the environment are described in detail, and the feasibility of the research method is proved by analyzing a large number of data collected.

2. Theoretical Knowledge of Rural Tourism

2.1. Rural Tourism

(1) The connotation of rural tourism

In 1996, the world organization for economic cooperation and development (OECD) defined rural tourism as rural tourism activities, and considered rural tourism as the core of rural tourism. Many domestic scholars also explore rural tourism. They believe that rural tourism takes urban residents as the target market, and rural tourism is a tourism activity that attracts tourists to rest, watch, experience and learn with rural and farming related customs and customs as its attractions [4]. In a word, rural tourism takes place in the countryside, taking the natural scenery and cultural landscape of the countryside as tourist attractions. Tourism activities include sightseeing, experience, vacation, study, etc.

(2) Current situation of rural tourism development

1) Infrastructure continues to improve. With the development of global tourism strategy and the acceleration of its implementation, the infrastructure of rural tourism has been continuously improved, which has promoted the further development of rural tourism. First, the traffic sign system of major tourist routes has been continuously improved. The infrastructure functions of tourist routes such as tourist accommodation sites, scenic camera sites, service sites and gas stations are continuously improved, which can provide all-round services such as tourism consultation,

shopping, rescue, catering, parking and maintenance for self-driving tourists. The second is the continuous improvement of the rural ecological environment [5]. The problems of road hardening, house disrepair, lack of street lights and other infrastructure have been solved, and the living environment in rural areas has been greatly improved. Third, the coverage of infrastructure such as the Internet has gradually increased. Fourth, the level of rural environment and health management has been continuously improved and improved. Fifthly, the project of "six small projects" for building rural tourism infrastructure in an all-round way has been put forward, which improves the economic benefits of rural tourism in strawberry production area [6].

2) Rural tourism products are rich. Entering the countryside, you can see the ancient villages and feel the strong local customs. The experience shooting of ancient Chinese clothing makes people feel the eternal cultural atmosphere. The farmer's daily hand woven goods are full of artistic atmosphere. The organic vegetables irrigated with farmyard manure are green and have high nutritional value [7].

3) Outstanding achievements in brand building. Under the encouragement of national policies, governments at all levels step by step promote the implementation of various rural tourism development policies, greatly promoting the development of rural tourism, creating their own characteristic brands, and achieving excellent results [8].

4) The level of science and technology has been improved. With the development of modern science and technology, the combination of rural tourism and traditional tourism has been adopted. Meanwhile, the function indexes of rural tourism and traditional tourism have been continuously improved by relying on scientific and technological forces to meet the trend of the times and meet the needs of more tourists.

(3) The relationship between rural tourism and environmental development and utilization

1) Mutual promotion.

The beautiful natural ecological environment is a significant advantage in the development of rural tourism. Rural areas have the natural landscape and human ecological landscape that most cities do not have. Scientific and reasonable development of rural tourism can not only promote the local economic development, improve the economic benefits of farmers, but also promote the implementation of the development strategy of ecological civilization construction [9]. Therefore, the relationship between rural tourism and environmental development and utilization is mutually promoting. While protecting the development and utilization of ecological environment, it can also promote the rapid development of rural tourism and help the society to create more economic benefits. The scientific management of rural tourism can not only improve the ecological and environmental awareness of local residents and tourists, learn a variety of management experience and production experience, but also help to protect rural human ecological resources, give full play to various resource values, and protect rural tourism resources.

2) Mutual restriction.

The unique advantage of rural tourism development is good natural ecological environment. If the rural ecological environment is damaged, it will hinder the development of rural tourism. In many areas, in the process of development and utilization of rural tourism ecological resources, due to the lack of awareness of ecological environment protection, blind expansion of tourism project scale, resulting in various problems [10]. The local passenger flow and logistics volume far exceed the carrying capacity of the ecological environment, which will have irreparable consequences for the local rural tourism in the long run. This will not only damage the healthy living environment of the local residents, but also reduce the number of tourists and the actual tourism economic benefits created by the local rural tourism.

3) Mutual compatibility

The rapid development of rural tourism is inseparable from the protection and rational

development of the ecological environment. Through scientific development and utilization of rural tourism resources, it can increase the economic benefits of local farmers, promote managers to increase investment in rural ecological environment protection, promote the development of rural ecological civilization, and enhance the awareness of rural ecological environment protection [11]. Strengthening the protection of the rural ecological environment is conducive to the cultivation of the awareness of the local residents and tourists on the protection of the ecological environment, reducing the damage and pollution of the ecological environment in the process of rural tourism development and utilization [12]. The development and management of rural tourism can strengthen the protection of rural ecological environment and promote the smooth development of the construction of rural ecological civilization.

(4) The deficiencies in the development and utilization of rural tourism environment

1) Lack of local characteristics in environmental landscape

The landscape elements of strawberry production area are similar to the natural environment. Before the development, due to the limitation of basic functions, the type and function division of internal equipment is also relatively simple, and the result of "one thousand parks one side" is easy to appear in the design. Some park landscapes adopt the layout and scenic spots of natural scenic spots, but the combination with the surrounding environment is not considered, which cannot reflect the characteristics of strawberry production area itself and weaken the charm and theme of strawberry formation.

2) Lack of humanized design in tourism landscape

Strawberry production area was originally based on agricultural production function, lack of corresponding social service design, and the preparation and layout of various related service facilities were not perfect. The layout of roads and traffic lines in the scenic spot is relatively simple, which cannot meet the expectations of tourists on the way to play. The lack of connection between the functional areas of strawberry production area and the lack of humanized design consideration of the combination of various elements of the scenic area will affect the tourists' viewing experience.

3) Imperfect infrastructure configuration

The public infrastructure construction of rural tourism is still in the stage of planning and design. Infrastructure such as water, electricity and network has not been fully covered, and parking lots, public toilets, garbage cans, rest tables and chairs and some necessary drinking water points have not been completed. The overall completion of infrastructure is not high. People have a lot of inconveniences when they travel.

2.2. Development of Rural Tourism

(1) Development mode of rural tourism

1) There are many advantages of rural tourism mode in strawberry production area

First, the cost is relatively low. The rural tourism in strawberry production area is dominated by farmers planting strawberries in their own plantation. The construction of a rest Pavilion provides a rest place for tourists to pick and watch which not only improves the use value of the land, but also makes tourists feel fresh and friendly. Second, the range of resource utilization is wide. Strawberry planting is the resource base of agritainment and can be regenerated forever. Even if it is no longer used as the resource of agritainment in the future, it can also be used elsewhere to create economic benefits. In addition, other infrastructures used to receive tourists' food and accommodation are farmers' own houses, and there is no waste. Third, the economic benefits are fast. Compared with other tourism industries, rural tourism has low cost, convenient geographical location, high popularity rate, and relatively low cost. Therefore, the operation of rural tourism mode has rapid

economic benefits.

2) Environmental problems in rural tourism mode of strawberry production area

When rural tourism is developed and utilized to a certain extent, a large number of tourists will flow in and gradually affect the tourism resources of the scenic spot. For example, a strawberry production area has a beautiful environment, simple folk customs, and is close to the "red culture" tourist destination. The continuous influx of tourists has driven the rapid development of surrounding rural tourism, and formed a unique Strawberry Garden rural tourism landscape. However, the managers of the strawberry area do not pay attention to environmental protection, resulting in serious damage to the ecological environment, and gradually lost the attraction to the surrounding urban residents. What's more, the influx of tourists causes the urbanization of rural scenic spots. It can be seen that the poor protection of rural tourism ecological environment will form a vicious circle of environmental damage.

3) Environmental utilization in rural tourism mode of strawberry production area

The surrounding environment of the scenic spot provides enough space for the display of tourism resources. The multi-sensory, diversified and multi-level display mode can enrich the experience of tourists. Therefore, the scenic spot can combine the static display with the dynamic real scene to make the surrounding environment more pleasant, display the unique charm of strawberry production through the design of characteristic tourism commodities, use the friendly guide words and optimize the tourism routes to make the rural culture presented in a more pleasant, lively and lovely way, and let the tourists finally feel the leisure and comfortable rural life.

(2) Development strategy of rural tourism environment

1) Managing rural tourism in strawberry production area according to law

We will conscientiously implement national and local laws and regulations on tourism, and protect residential areas and strawberry producing areas. We will comprehensively implement the relevant laws and regulations and standards of the tourism industry, improve the quality of tourism business units and employees, and achieve the goal of "two advantages and one satisfaction", that is, beautiful environment, high-quality service and tourism satisfaction, so as to fundamentally improve the tourism environment. The development and construction shall be carried out in strict accordance with the tourism development plan, the implementation of the plan shall be tracked, and the continuous development and improvement shall be made in practice to ensure the healthy and orderly development of the tourism industry.

2) Establish the concept of sustainable development and enhance the awareness of environmental protection

The rural natural environment is usually well preserved, but it is also the most sensitive and destructive ecosystem. If we do not pay attention to the protection and restoration of ecological environment in the development and utilization of tourism, it will have an irreparable impact on the development of rural economy. Therefore, the concept of sustainable development of rural economy should be established in the tourism development of strawberry producing areas. From local governments, communities to residents, they should accept the guidance of sustainable development, understand the importance and circularity of ecological environment have environmental awareness from thinking to action, and form environmental protection concept from top to bottom. At the same time, through the education and action of environmental protection, the rural ecological environment will be more beautified, more able to meet the psychological needs of urban residents for innovation, difference and beauty, and realize the unity of economic, social and environmental benefits.

3) Improve supporting facilities and highlight the characteristics of strawberry production area

In the picking Park, there should be entertainment activities such as farmhouse, children's amusement park, and farm work experience, so that tourists can have more fun experience besides

picking strawberries. For example, let tourists take part in a series of experience activities such as Ciba production, bamboo tube rice production, river boating and fun wild fishing, so as to better retain and attract tourists, and effectively solve the disadvantages of tourists only in the picking season.

4) Guide farmers to share interests, design strawberry packaging and improve preservation technology

After expanding the scale production of strawberry production area, the output will also increase. In addition to the collection and sale of strawberries for tourists, the remaining strawberries can be classified, packaged and sold in accordance with the principle of benefit sharing by establishing agricultural cooperatives or agricultural companies, so as to ensure the scale and economic benefits of strawberry production area and avoid the disadvantages of large scale and low efficiency of strawberry production area.

(3) Homogenization of rural tourism

1) Performance: homogeneity of overall planning. At present, in promoting the development of rural tourism, we mainly adopt the development mode of combining agriculture and tourism. Some rural tourist attractions blindly imitate the tourism projects of other places, which are also very similar in business model. What's more, in order to emphasize the unity of rural construction in the development and utilization of tourism, individual local governments have the same orientation of rural tourism, and the local characteristic rural tourism culture in tourist attractions cannot be highlighted, which is easy to make tourists get bored.

Homogenization of resource development. The development of rural tourism mainly depends on the local natural resources and human resources. Although different regions have different tourism resources, the development mode is relatively single. Most of the development and utilization of rural tourism rely on landscape resources, and some scenic spots will be added with various tourism services, which seem to have their own characteristics. However, the means and forms of the development and utilization of tourism resources are relatively monotonous. In addition, in the process of development, the main body of tourism development and utilization is relatively single, resulting in the lack of distinctive tourism products in the region, and the tourism products are basically the same, To some extent, this affects the tourists' consumption experience.

Homogenization of project construction. At present, most of rural tourism is based on folk customs, such as leisure, picking, agricultural tourism, etc. tourists lack of freshness. For the monotony of rural tourism activities, tourists are prone to aesthetic fatigue. In the long run, it cannot meet the diversified and personalized needs of tourists, but also shows the similarities and similarities in the development and utilization of rural tourism resources, which is very unfavorable to the sustainable development of rural tourism.

2) Measures: scientific planning measures. Scientific planning is the first step in the development of rural tourism. Before the construction and development of rural tourism, we should first understand and plan the tourism resources, analyze the specific situation, integrate our own tourism resources, and maximize the benefits of tourism resources. In particular, we should pay attention to the preservation of rural tourism static landscape and folk culture, highlight local local customs, and then implement every step of the plan. Practice is the only standard to test the success of a scenic spot tourism planning and construction.

Development and utilization of local characteristics. Rural tourism should pay attention to the inheritance and development of local ancient culture. Local culture is the spiritual pillar of tourism, and tourism is the presentation of local culture. Scenic spots without culture have no soul. Only the perfect combination of local culture and rural tourism can enhance the cultural attraction of rural tourism and meet the needs of consumers for rural cultural experience. If we neglect the development and utilization of local culture in rural tourism planning, it will lead to the lack of

connotation and form of rural tourism. Only the experience activities of "climbing mountains, appreciating flowers, tasting fruits and eating" can hardly leave a good memory and a sense of nostalgia, which also makes the scenic spot pale and lack of permanent attraction. Therefore, if we want to have a long-term development of rural tourism, we need to fully show the local cultural characteristics. In particular, it is necessary to conduct in-depth research on the historical, cultural and cultural background of the region. After scientific planning, it is necessary to conduct scientific planning on the tourist routes, cultural products and service types of the scenic spot, highlighting the local cultural connotation, making tourism and culture perfectly combined, and further highlighting the characteristics of rural tourism.

Model innovation. Rural tourism model needs many innovations, such as concept innovation, service innovation and product project innovation. It is necessary to integrate innovative thinking into every innovation link of rural tourism development and utilization, from the image orientation of rural tourism to the landscape design of rural tourism. The innovation of specific tourism mode should rely on the local ecological landscape, adopt high-tech, create a tourism project with rural ecological characteristics, and provide a creative tourism environment for tourists. At the same time, we should start the construction of specific tourism projects. We should not only learn from the successful experience of rural tourism development model, but also deeply investigate the various consumption needs of tourists for rural tourism projects, integrate excellent ideas into specific tourism projects, and better meet the diversified tourism needs of tourists.

Services are diverse. Compared with other tourism industries, rural tourism resources are relatively single in content and form. Therefore, to enrich the content and form of rural tourism, we must start from the existing tourism resources and follow the principle of moderation to carry out innovative development of tourism resources. In addition, we should pay special attention to the introduction of advanced science and technology, the introduction of excellent management personnel, the systematic training of rural tourism practitioners, and the improvement of service standards.

3. Research Object and Analysis of Research Results

3.1. Experimental Contents and Research Methods

(1) Research methods

1) Literature method: To study the development and utilization of rural tourism environment in strawberry production area, so as to provide theoretical basis for the development and utilization of rural tourism environment. At the same time, the economic benefits of farmers, rural tourism mode, environmental development and utilization are studied theoretically, and questionnaires and measurement scales are made to accurately evaluate and analyze the collected data.

2) Field investigation method: To study the utilization of rural tourism environment in strawberry production area, to conduct field investigation in strawberry production area in a certain area, and to interview the farmers and tourists in strawberry production area, and to make questionnaires and measurement tables to investigate and evaluate the tourists in different periods of time in the production area.

3) Questionnaire survey: first of all, the strawberry production area of different periods of tourists for questionnaire analysis. Through literature analysis, this study makes a questionnaire on the basis of the past, and then uses the analysis methods such as frequency distribution, factor analysis, t-test, chi square test and reliability analysis to analyze.

(2) Research object

This study is based on the research orientation of tourism destination, and takes the strawberry production area of a county as the specific research object. The survey will be conducted on January

25, 2019 and February 2, 2019. The first and second visits will be conducted respectively for the tourists in the strawberry production area. The convenience sampling method is required, and 260 valid questionnaires will be obtained. There were 179 valid questionnaires, 151 valid questionnaires and 28 waste rolls in No. 1 strawberry production area, with a recovery rate of 84.3%; 119 valid questionnaires, 107 valid questionnaires and 12 waste rolls in No. 2 strawberry production area. The recovery was 89.9% and the total recovery was 86.6%. 811 questionnaires were sent online. 1069 valid questionnaires were obtained online and offline.

(3) Experimental design

In the experiment, we set up survey points in strawberry production area and randomly distributed questionnaires. Tourists in different periods of time receive questionnaire survey, and the data collected will be sorted out, then compared and analyzed to draw relevant conclusions.

3.2. Analysis on the Results of Rural Tourism in Strawberry Production Area

(1) Analysis of questionnaire results in strawberry production area

1) Analysis of age groups of tourists

Tourists of different ages have different demands on tourism destinations. Exploring the demands of tourists of different ages can well grasp the demands of rural tourism, thus providing corresponding demands, achieving the balance of supply and demand, and effectively promoting the development of rural tourism and the development and utilization of tourism environment. The age distribution of rural tourists in strawberry production area is shown in Figure 1

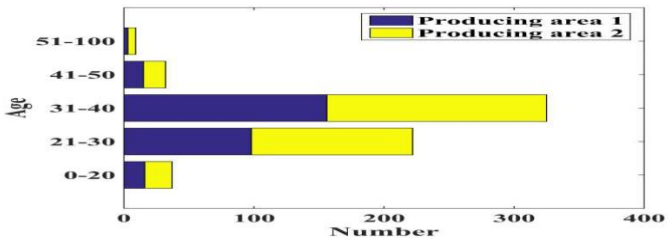

Figure 1. Age scale of tourists

It can be seen from Figure 1 that the age of tourists to strawberry production area is mainly between 20-39 years old; indicating that rural tourism in strawberry production area is more attractive to young tourists. Strawberry production area can plan and construct the tourism area according to the needs of young tourists, and improve the service system.

2) Infrastructure demand analysis

The attraction of tourist attractions to tourists is multifaceted. Tourist attractions with more complete infrastructure are more attractive to tourists in the homogeneous competition. By changing the demand for tourists' infrastructure, we can better improve the facilities in rural tourist attractions, provide more convenience for tourists, and improve the competitiveness and attraction of tourist attractions. The statistical chart of rural tourism infrastructure demand is shown in Figure 2

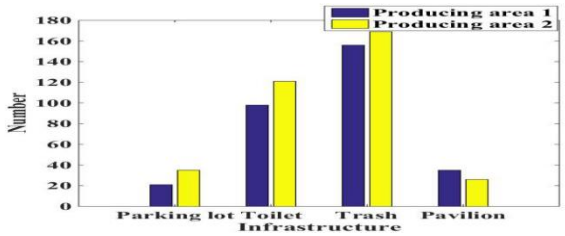

Figure 2. Infrastructure survey

It can be seen from Figure 2 that in the infrastructure construction of tourist attractions, tourists' demand for toilets and garbage cans is the largest. According to these data, rural tourist attractions can increase the number of toilets and garbage cans in the scenic spot to meet the needs of tourists and provide high-quality services for tourists.

(2) Analysis on the development prospect of rural tourism

1) Nearest neighbor index

The spatial concentration of rural tourism resources in a certain area will produce agglomeration effect. The spatial distribution of rural tourism resources has a great influence on the regional tourism spatial competitiveness. The spatial distribution type of rural tourism resources can be judged by the nearest point index, reflecting the spatial distribution characteristics of the object, in this paper, 260 rural tourism resources in a certain area are taken as point elements, and their spatial distribution types are determined and analyzed by the nearest point index. The formula is as follows:

$$R = \bar{n} / \overline{rE} = 2\sqrt{D} \tag{1}$$

In formula (1), RR is the closest point index of rural tourism resources in a certain area, R1 is the actual closest distance, re is the theoretical closest distance, and D is the point density. In a certain range of point elements, there are three main spatial distribution states: uniform, random and cohesive. When r = 1, it means that the regional distribution is random; when r > 1, it means that the distribution of scenic spots in the region tends to be uniform; when R < 1, it means that scenic spots tend to gather.

2) Geographical concentration

The geographic concentration index can represent the concentration degree of rural tourism resources in a region. Its formula is as follows:

$$G = 100 \times \sqrt{\sum_{i=1}^{n} \left\{ \frac{Xi}{\mathrm{T}} \right\}^2} \tag{2}$$

In formula (2): G represents the geographic concentration of rural tourism resources in a region, Xi is interpreted as the number of rural tourism resources in the ith County, t is interpreted as the total number of rural resources, n is the total number of counties. The larger the value of G is, the more centralized the distribution of rural tourism resources is; otherwise, the more decentralized. The questionnaire of geographic concentration index is shown in Table 1

Table 1. Collection of geographic concentration index

Producing area / Particular year	Producing area1	Producing area 2
2012	19	18
2013	21	22
2014	26	25
2015	31	31
2016	45	36
2017	47	38
2018	49	41

It can be seen from Table 1 that the geographic concentration index of rural tourism in strawberry production area is increasing year by year, which indicates that rural tourism resources in strawberry production area are more and more concentrated, and rural tourism in strawberry production area has great development potential.

(3) Analysis of economic benefits of rural tourism

Rural tourism, as a major support for poverty alleviation and promoting the development of rural tourism, is the most direct and real effect for poor areas, which is to help farmers get employment and increase economic income. More importantly, it can help the poor quietly change their ideas, help the poor, support their will, and stimulate their positive living motivation. Studying the economic benefits created by the development and utilization of rural tourism environment in strawberry production area in recent years can let us know the income status of farmers and the changes of living standards. The annual income statistical chart and questionnaire of strawberry production area are shown in Table 2 and Figure 3.

Table 2. Annual income of strawberry production area

Particular year Producing area	Annual income of No.1 production area/Ten thousand yuan	Income of No.1 production area in total income/%	Annual income of No.2 production area/Ten thousand yuan	Income of No.2 production area in total income/%
2012	12.4	15	14.6	16
2013	16.3	17	19.3	21
2014	20.6	20	23.9	26
2015	25.2	26	29.4	32
2016	31.5	31	34.4	37
2017	37.8	37	44.3	41
2018	42.3	43	51.8	46

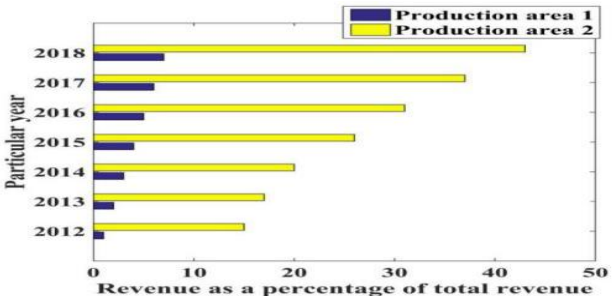

Figure 3. Proportion of strawberry production area

According to Table 2 and Figure 3, the annual income of strawberry production area is increasing year by year. It can be seen that the rapid development of rural tourism can not only increase the economic benefits of rural farmers, but also greatly improve their living conditions. Rural tourism also promotes economic and social development and Rural Revitalization.

(4) Analysis of environmental development and utilization rate

The statistics of environmental development utilization rate is shown in Figure 4

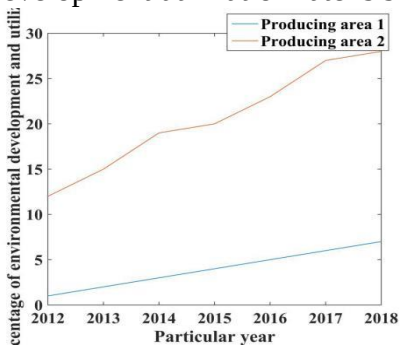

Figure 4. Environmental development and utilization rate

According to Figure 4, in part, the environmental development and utilization ratio of No. 1 strawberry production area is higher than that of No. 2 strawberry production area. But on the whole, the environmental development and utilization rate of the two strawberry production areas are increasing year by year. The improvement of the utilization rate of environmental development shows that the coordination between rural tourism and surrounding environment is continuously strengthened, and rural tourism is developing to a deeper level.

4. Conclusion

With the rapid development of economic globalization, the world economy has become a whole, people's disposable income has increased, and the demand for traveling around has also increased, especially with the acceleration of urbanization, which has brought fast-paced and high-pressure urban life. The choice of urban residents for tourism destinations has changed, and the tourism model has also changed, it is the best choice for many urban residents to take advantage of the weekend time to go to the countryside, enjoy the leisurely pace of life and breathe the fresh air.

The development of rural tourism can not only meet the needs of urban residents for short-distance tourism around their living environment, but also solve the problem of poverty in rural areas, improve the quality of life of farmers, and open up a new way for the economic benefits of farmers. As an important branch of rural tourism industry, rural tourism in strawberry production area is closely related to agriculture and rural service industry. It can not only relieve the employment pressure brought by the rural surplus labor force, but also provide relaxing and leisure places for urban residents. Therefore, rural tourism has become an important factor to promote the prosperity and development of rural areas. Rural tourism, as a new type of tourism and consumption, shows great vitality with its own development advantages.

For the development of rural tourism in strawberry production area, the promotion of economic benefits and the protection of natural environment are not contradictory, but two aspects of the same problem. Although our country's rural tourism starts slowly, it can't compare with other developed countries, but it develops rapidly. If we can solve the contradiction between the development of scenic spots and the ecological environment, our country's rural tourism will develop faster. Sustainable development strategy, as a central point of view of scientific development, is widely used in various industries. Rural tourism, as a new tourism model with unique charm of rural areas, is favored by the public. Therefore, the level of rural tourism development is of great significance to local economic development and social development.

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Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

Conflict of Interest

The author states that this article has no conflict of interest.

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